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## Minutes of Meetings

Present: S. Kevan, J. Johnson, D. Fletch, S. Stephenson  
Requots: P. Kevan, B. Alford

- \* Sherrene found a system on the Internet, Identifier, and ordered it for a competi
- \* Sherrene brought survey results from first test of program.
- \* Shelley will e-mail test results from her group of testers the Monday after
- \* It was decided to leave the Mac users out of the first set of market offerings and
- \* Shelley has received no response from Compaq regarding cost breaks for large purch
- \* A report on analysis of MP3's is being generated by AMS
- \* A review of Johnson Ink marketing report outlining a preliminary market launch str
- \* In order to hit the target market of well educated people, who have the highest in
- \* Part of the report detailed the fixed development costs for the initial offering.
- \* Sherrene noted that the cost of songs was undervalued.
- \* Based on the higher development costs it was decided to eliminate the handheld uni
- \* It was also decided to limit the number of bird songs in the initial offering to r
- \* It was decided that the final number of songs be decided by the slides available,
- \* Sherrene agreed to complete the archive evaluation or the slides by the next meeti
- \* Sherrene agreed to check for a CD that contained bird slides that had been complet
- \* The market projection of sales, based on the offering projects sales of 86 units.
- \* Shelley noted that IRAP would not pay for marketing or for development costs of th
- \* It was agreed that the principals need to meet to finalize ownership and financial
- \* Dave suggested, and it was agreed, to use the slides in the test CD's to test the
- \* The next meeting was set for 9 am.

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Birdsong Bytes